

## ORDER



WOOD

**Orders**  
**Order / Rev:** 218821  
**Alt Order #:**  
**Product Desc:** 12-FHH-903  
**Estimate:**  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 11/05/12  
**Order Type:** REG

**Primary AE:** WOOD Local House  
**Sales Office:** L-GR  
**Sales Region:** Loc

**Agency Name:** Marketing Resource Group Inc  
**Buying Contact:**  
**Billing Contact:**  
 225 South Washington Square  
 Lansing, MI 48933

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Friends of Holly Hughes  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** TO1743

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	21	\$44,250.00	\$37,612.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	21	\$44,250.00	\$37,612.50	0.00
<b>Totals</b>	<b>21</b>	<b>\$44,250.00</b>	<b>\$37,612.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	11/01/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	M- TF--	:30	1	\$2,250.00	P1	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--- TF--			1			\$2,250.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$2,250.00		0.00			
N 2	WOOD	11/01/12	11/05/12	Today Show M-F Today Show	CM	658-9a	M- TF--	:30	1	\$3,500.00	P1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--- TF--			1			\$3,500.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$3,500.00		0.00			
N 3	WOOD	11/01/12	11/05/12	Today Show 2 Today Show 2	CM	9-10a	M- TF--	:30	1	\$2,400.00	P1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--- TF--			1			\$2,400.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$2,400.00		0.00			
N 4	WOOD	11/01/12	11/05/12	M-F 11a-12p eightWest	CM	11a-12p	M- TF--	:30	1	\$400.00	P1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--- TF--			1			\$400.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$400.00		0.00			
N 5	WOOD	11/01/12	11/05/12	Noon News News 8 @ Noon	CM	12-1p	M- TF--	:30	1	\$1,150.00	P1	0.00	NM	2	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--- TF--			1			\$1,150.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$1,150.00		0.00			

Order / Rev: 218821  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: POL/Friends of Holly Hughes  
 Product Desc: 12-FHH-903  
 Estimate:

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WOOD	11/01/12	11/05/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M--TF--	:30	1	\$4,000.00	P1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
N 7	WOOD	11/05/12	11/05/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$5,000.00		0.00			
N 8	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$950.00	P1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$950.00		0.00			
N 9	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,000.00		0.00			
N 11	WOOD	11/04/12	11/04/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$900.00		0.00			
N 12	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,600.00		0.00			
N 13	WOOD	11/04/12	11/04/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$4,000.00		0.00			
N 14	WOOD	11/06/12	11/06/12	Today Show 3 Today Show 3	CM	10-11a	-T-----	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$800.00		0.00			
N 15	WOOD	11/06/12	11/06/12	Days of Our Lives Days of Our Lives	CM	1-2p	-T-----	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		2				\$800.00		0.00			
													Totals	21	\$44,250.00